

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY SEOUL

UNCLAS STATE 214756

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJ: COMMERCIAL/TRADE CENTER POSITIONS

REF: A) SEOUL 6250

B) SEOUL 4361

1. REF. A, PARA. 3, IN VIEW OF COST OF CONTRACT MARKET RESEARCH IN KOREA, COMMERCE APPRECIATES POST SUGGESTION FOR REVIEW OF AD-VISABILITY CREATING IN-HOUSE RESOURCES FOR MARKET RESEARCH. COM-MERCE SUPPORTED STATE IN ITS FY 1975 ESTIMATED INCREMENTAL STAFF REQUIREMENTS OF ONE COMMERCIAL OFFICER AND ONE LOCAL EMPLOYEE FOR THE TRADE CENTER AND ONE LOCAL FOR THE EMBASSY COMMERCIAL SECTION. THIS REQUEST INCLUDED IN STATE'S FY '75 INT'L COMMERCIAL BUDGET WHICH IS STILL SUBJECT TO REVIEW AND APPROVAL BY OMB, ETC. DE-CISION REGARDING FURTHER ACTION ADDITIONAL PERSONNEL MUST AWAIT FINAL APPROVAL, HOWEVER, THE LOCAL POSITIONS, IF APPROVED, WOULD PERMIT ESTABLISHMENT OF PERMANENT IN-HOUSE MARKET RESEARCH CAPABILITY. MOST DESIRABLE PERSON WOULD HAVE MARKET RESEARCH EX-PERIENCE WITH U.S. FIRM OR PERHAPS JAPANESE FIRM THAT HAS DONE MARKET RESEARCH FOR AMERICAN COMPANIES. WOULD HAVE TO BECOME THOROUGHLY GROUNDED IN REQUIREMENTS FOR OIM RESEARCH. KISSINGER

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